

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) A method for determining a serious intent to purchase a good or service, comprising the steps of:
 - receiving a declaration of intent to purchase a good or service;
 - obtaining a value of a serious intent rating for the buyer entity comprising a number used for estimating the likelihood that the buyer entity will make said purchase; and
 - determining or having determined at least one benefit that is associated with the intended purchase based on the serious intent rating for the buyer entity.
2. (Original) The method as defined in claim 1, further comprising the step of facilitating the provision of said at least one benefit to the buyer entity.
3. (Original) The method as defined in claim 1, wherein the determining at least one benefit step comprises the steps of sending a communication including the serious intent rating to a third party; and receiving an identification of the at least one benefit from the third party.
4. (Original) The method as defined in claim 2, wherein said facilitating the provision of said at least one benefit step comprises directly providing the at least one benefit to the buyer entity.
5. (Original) The method as defined in claim 2, wherein the facilitating the provision of said at least one benefit step comprises sending a third party a communication to initiate the provision of the benefit by the third party.
6. (Original) The method as defined in claim 1, wherein the obtaining step comprising searching a database to obtain the serious intent rating for the buyer entity.
7. (Original) The method as defined in claim 6, further comprising:

if the database does not have a serious intent rating for the buyer entity, then setting the serious intent rating for the buyer entity in the database to a default serious intent rating.

8. (Original) The method as defined in claim 1, further comprising:
receiving a proof that the purchase was made; and
adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made.
9. (Original) The method as defined in claim 8, wherein the step of receiving a proof of purchase includes the step of accepting a submission of the proof of purchase from the entity only if submitted within a predetermined time period.
10. (Original) The method as defined in claim 1, further comprising:
providing to the buyer entity an offer of benefits and/or penalties for future submittal of the proof that the purchase was made;
receiving a selection of a benefit and/or penalty from the buyer entity;
providing the benefit or penalty based on whether the proof that the purchase was made is received within the predetermined time period.
11. (Original) The method as defined in claim 10, wherein the benefit and/or penalty comprises crediting and/or debiting an account.
12. (Original) The method as defined in claim 10,
wherein the providing a choice of benefits and/or penalties step comprises the steps of:
obtaining at least one threshold serious intent rating for the intended purchase;
comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
selecting at least one benefit and/or penalty based on a result of the comparison.
13. (Original) The method as defined in claim 1,
wherein the determining a benefit step comprises the steps of:

obtaining at least one threshold serious intent rating for the intended purchase to be made by the buyer entity;

comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and

selecting at least one benefit based on a result of this comparison.

14. (Original) The method as defined in claim 13, wherein the benefit comprises a set of benefits, with at least one of the set of benefits having a reward associated with its selection that is to be paid to the buyer entity.

15. (Currently Amended) The method as defined in claim ~~[[1]]~~ 13, wherein the obtaining a threshold serious intent rating step comprises receiving a threshold serious intent rating from an external third party source.

16. (Original) The method as defined in claim 1, further comprising the step of generating a charge to an advertiser providing benefits as a function of the serious intent rating of the buyer entity receiving the benefit.

17. (Original) The method as defined in claim 1, further comprising the steps of:
determining an income level for the buyer entity;
comparing the income level of the buyer entity to a threshold income level and only offering at least one of the benefits if the buyer entity income level exceeds the threshold income level.

18. (Original) The method as defined in claim 1, wherein the receiving a declaration of intent step comprises receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the determining a benefit step comprises selecting at least one benefit based on this designated level of intent.

19. (Original) The method as defined in claim 1, further comprising the step of calculating the serious intent rating of a buyer entity based on the factors of the number of times the buyer entity has declared that it would purchase a product or service, and the

number of times that proof that the product or service was purchased was received for the buyer entity within a predetermined time period.

20. (Original) The method as defined in claim 19, wherein the step of calculating the serious intent rating of a buyer entity also includes as part of the calculation the factors of the total amount of money that the buyer entity has spent for the product or service over a predetermined time period, and the total amount of money for the products and/or services that the buyer entity has declared a serious intent to purchase.

21. (Original) The method as defined in claim 20, wherein the serious intent rating is partly calculated by multiplying the number of times the buyer entity has declared that it will purchase a product or service by the percentage of times that the proof of purchase for the buyer entity related to the declaration of serious intent has been submitted within the predetermined time period, and partly calculated by multiplying the total amount of money spent in relation to serious intent declarations by the total amount of money for the product and/or services for which the buyer entity has made serious intent declarations.

22. (Original) The method as defined in claim 1, further comprising the steps of determining a category for the goods or services designated in the intent to purchase from a set of categories;

wherein said obtaining a serious intent rating step comprises determining the serious intent rating for the buyer entity in the determined category of goods or services; and

selecting benefits from different vendors selling the designated goods or services in the determined category.

23. (Original) The method as defined in claim 22, further comprising the step of calculating a class serious intent rating for a particular buyer entity in accordance with a function of the separate serious intent ratings of a plurality of selected categories for the particular buyer entity; and

wherein said determining a benefit step comprises selecting at least one benefit based on said class serious intent rating.

24. (Original) The method as defined in claim 1, further comprising the steps of:

receiving buyer entity preferences for particular benefits;
wherein said determining a benefit step comprises selecting a group of benefits for presentation to the buyer entity, based at least in part, on said buyer entity preferences.

25. (Original) The method as defined in claim 1, further comprising the steps of:
receiving a threshold value from the buyer entity that the benefits must meet before the buyer entity will receive the benefit;
providing only benefits that meet or exceed said threshold value.

26. (Original) The method as defined in claim 25, further comprising: providing a plurality of said benefits from different advertisers to the buyer entity, including the step of determining the sequence or the relative prominence of each of the plurality of the benefits based on said serious intent rating.

27. (Original) The method as defined in claim 1, comprising:
obtaining non-purchase information about the buyer entity from a third party; and
recalculating the serious intent rating for the buyer entity based on the non-purchase information.

28. (Original) The method as defined in claim 1, further comprising:
obtaining non-purchase information about the buyer entity from a third party; and
searching the non-purchase information to obtain at least one attribute about the buyer entity;
correlating that attribute to one of the benefits from a plurality of benefits based on said correlated attribute; and
presenting or facilitating the presentation of said one of the benefits to said buyer entity.

29. (Original) The method as defined in claim 1, further comprising the step of sending the serious intent rating of the buyer entity to a third party after receipt of an authorization from said buyer entity.

30. (Original) The method as defined in claim 1, storing electronically the serious intent rating for the buyer entity at a computer of said buyer entity.

31. (Original) The method as defined in claim 30, wherein said storing step comprises storing the serious intent rating on a cookie.

32. (Original) The method as defined in claim 30, further comprising the step of said buyer entity sending said serious intent rating to a third party.

33. (Original) The method as defined in claim 1, wherein said determining a benefit step comprises comparing the serious intent rating to a set of threshold levels, with a different predetermined benefit associated with exceeding each different threshold level in said set of threshold levels; and selecting the benefit associated with the highest threshold level exceeded by the serious intent rating.

34. (Original) The method as defined in claim 8, wherein said receiving proof step comprises linking to a third party database and obtaining information there from on whether the buyer entity made a purchase of the good or services in the declaration and inputting this information to a database.

35. (Original) The method as defined in claim 8, wherein said proof that the purchase was made comprises receiving proof of purchase records created by a third party source; and further comprising the step of comparing the third party source of the proof of purchase records with a source database of third party sources and entering only those proof of purchase records if from a third party source that are in the source database.

36. (Original) The method as defined in claim 1, further comprising the steps of:
storing the serious intent rating for the buyer entity on a cookie at a computer of said buyer entity;

a merchant accessing said cookie and obtaining said serious intent rating;

said merchant correlating said accessed serious intent rating to at least one item of content; and

serving to the buyer entity said at least one item of content.

37. (Original) The method as defined in claim 1, further comprising the steps of storing the serious intent rating for a buyer entity on a cookie at a computer of said buyer entity; and updating the serious intent rating on said cookie with a recalculated serious intent rating.

38. (Original) The method as defined in claim 1, further comprising monitoring the receipt of video to determine if an ad has been zapped; and providing a benefit to the buyer entity if the ad has not been zapped, with the benefit determined in accordance with the serious intent rating of the buyer entity.

39. (Original) The method as defined in claim 1, further comprising the steps of:
monitoring the receipt of video to determine if an ad has not been zapped;
if the ad has not been zapped, then determining if the buyer entity has a serious intent rating for category of the ad; and
if so, then determining the benefit based on the serious intent rating in said category.

40. (Original) The method as defined in claim 39, wherein said buyer entity is determined based on receipt of an ID from the buyer entity.

41. (Original) The method as defined in claim 1, wherein said receiving a declaration of intent step comprises monitoring the response of a buyer entity to information provided by video to obtain a declaration of intent to purchase.

42. (Original) The method as defined in claim 1, wherein the receiving a declaration of intent step further comprises,
asking the buyer entity at least one question relating to the buyer entity's intent;
obtaining at least one answer to said at least one question from the buyer entity;
and further comprising
calculating or adjusting the serious intent rating on the basis of said at least one answer.

43. (Original) The method as defined in claim 42, wherein the calculating or adjusting the serious intent rating step further comprises,
correlating the at least one answer of the buyer entity to the incidence by which members of a comparison group comprising other buyer entities who have given the same or

similar answer relative to the at least one answer when making the same or a similar declaration of intent have made a purchase conforming with or relating to said declaration of intent; and

calculating or adjusting the serious intent rating based on said correlation.

44. (Original) The method as defined in claim 43, wherein said incidence is derived in whole or in part by comparing the number of members of said comparison group who have submitted said proof of purchase with the number of members of said comparison group who have not submitted said proof of purchase.

45. (Original) The method as defined in claim 43, wherein said comparison group comprises only other buyer entities that have submitted declarations of intent to purchase a good or service in a same category as the good or service in said declaration of intent.

46. (Original) The method as defined in claim 43, wherein members of said comparison group are selected to include members with demographic attributes that are similar to the demographic attributes of said buyer entity.

47. (Original) The method as defined in claim 1, further comprising:

receiving a proof that the purchase was made; and

adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made; and

wherein the receiving a declaration of intent step comprises receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the determining a benefit step comprises selecting at least one benefit based on this designated level of intent.

48. (Original) The method as defined in claim 47, wherein the adjusting the value of the serious intent rating step comprises adjusting said value of the serious intent rating for the buyer entity based on receipt of the proof that the purchase was made and based on said designated level of intent.

49. (Original) The method as defined in claim 1, wherein said determining a benefit step comprises calculating a benefit by applying the serious intent rating as a variable in a mathematical formula.

50. (Original) The method as defined in claim 1, wherein the receiving a declaration of intent step comprises receiving a declaration of intent from a buyer entity in which the buyer entity declares its intent to discontinue purchasing a product or service from a selling entity from which it has previously purchased said product or service; and using that intent to discontinue information.

51. (Original) The method as defined in claim 50, wherein the receiving a declaration of intent step further comprises receiving from a buyer entity proof of purchase information which indicates the buyer entity's past level of spending on said product or service.

52. (Original) The method as defined in claim 50, wherein said using step comprises using the intent to discontinue information to determine the at least one benefit.

53. (Original) The method as defined in claim 50, wherein said using step comprises using the intent to discontinue information to recalculate the serious intent rating.

54. (Original) The method as defined in claim 50, wherein said using step comprises designating the buyer entity so that it may be accessed by a search on intent to discontinue declarations.

55. (Original) The method as defined in claim 1, wherein said obtaining a value of a serious intent rating comprises reviewing records of past purchases of the buying entity.

56. (Original) The method as defined in claim 55, wherein the obtaining step comprising searching a database to obtain the serious intent rating for the buyer entity.

57. (Original) The method as defined in claim 56, further comprising:
if the database does not have a serious intent rating for the buyer entity, then setting the serious intent rating for the buyer entity in the database to a default serious intent rating.

58. (Original) The method as defined in claim 55, further comprising:

receiving a proof that the purchase was made; and
adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made.

59. (Original) The method as defined in claim 58, wherein the step of receiving a proof of purchase includes the step of accepting a submission of the proof of purchase from the entity only if submitted within a predetermined time period.

60. (Currently Amended) The method as defined in claim ~~[[55]]~~ 59, further comprising:
providing to the buyer entity an offer of benefits and/or penalties for future submittal of the proof that the purchase was made;
receiving a selection of a benefit and/or penalty from the buyer entity;
providing the benefit or penalty based on whether the proof that the purchase was made is received within the predetermined time period.

61. (Original) The method as defined in claim 60, wherein the benefit and/or penalty comprises crediting and/or debiting an account.

62. (Original) The method as defined in claim 60,
wherein the providing a choice of benefits and/or penalties step comprises the steps of:
obtaining at least one threshold serious intent rating for the intended purchase;
comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
selecting at least one benefit and/or penalty based on a result of the comparison.

63. (Currently Amended) The method as defined in claim ~~[[65]]~~ 8,
wherein the determining a benefit step comprises the steps of:
obtaining at least one threshold serious intent rating for the intended purchase to be made by the buyer entity;
comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
selecting at least one benefit based on a result of this comparison.

64. (Original) The method as defined in claim 63, wherein the benefit comprises a set of benefits, with at least one of the set of benefits having a reward associated with its selection that is to be paid to the buyer entity.

65. (Currently amended) The method as defined in claim ~~[[55]]~~ 63, wherein the obtaining a threshold serious intent rating step comprises receiving a threshold serious intent rating from an external third party source.

66. (Original) The method as defined in claim 55, further comprising the step of generating a charge to an advertiser providing benefits as a function of the serious intent rating of the buyer entity receiving the benefit.

67. (Original) The method as defined in claim 55, further comprising the steps of:
determining an income level for the buyer entity;
comparing the income level of the buyer entity to a threshold income level and only offering at least one of the benefits if the buyer entity income level exceeds the threshold income level.

68. (Original) The method as defined in claim 55, wherein the receiving a declaration of intent step comprises receiving a designation of one from a set of levels of intent from the buyer entity; and
wherein the determining a benefit step comprises selecting at least one benefit based on this designated level of intent.

69. (Original) The method as defined in claim 55, further comprising the step of calculating the serious intent rating of a buyer entity based on the factors of the number of times the buyer entity has declared that it would purchase a product or service, and the number of times that proof that the product or service was purchased was received for the buyer entity within a predetermined time period.

70. (Original) The method as defined in claim 69, wherein the step of calculating the serious intent rating of a buyer entity also includes as part of the calculation the factors of the total amount of money that the buyer entity has spent for the product or service over a

predetermined time period, and the total amount of money for the products and/or services that the buyer entity has declared a serious intent to purchase.

71. (Original) The method as defined in claim 60, wherein the serious intent rating is partly calculated by multiplying the number of times the buyer entity has declared that it will purchase a product or service by the percentage of times that the proof of purchase for the buyer entity related to the declaration of serious intent has been submitted within the predetermined time period, and partly calculated by multiplying the total amount of money spent in relation to serious intent declarations by the total amount of money for the product and/or services for which the buyer entity has made serious intent declarations.

72. (Original) The method as defined in claim 65, further comprising the steps of determining a category for the goods or services designated in the intent to purchase from a set of categories;

wherein said obtaining a serious intent rating step comprises determining the serious intent rating for the buyer entity in the determined category of goods or services; and

selecting benefits from different vendors selling the designated goods or services in the determined category.

73. (Original) The method as defined in claim 72, further comprising the step of calculating a class serious intent rating for a particular buyer entity in accordance with a function of the separate serious intent ratings of a plurality of selected categories for the particular buyer entity; and

wherein said determining a benefit step comprises selecting at least one benefit based on said class serious intent rating.

74. (Original) The method as defined in claim 55, further comprising the steps of: receiving buyer entity preferences for particular benefits;

wherein said determining a benefit step comprises selecting a group of benefits for presentation to the buyer entity, based at least in part, on said buyer entity preferences.

75. (Original) The method as defined in claim 55, further comprising the steps of:

receiving a threshold value from the buyer entity that the benefits must meet before the buyer entity will receive the benefit;
providing only benefits that meet or exceed said threshold value.

76. (Original) The method as defined in claim 75, further comprising: providing a plurality of said benefits from different advertisers to the buyer entity, including the step of determining the sequence or the relative prominence of each of the plurality of the benefits based on said serious intent rating.

77. (Original) The method as defined in claim 55, comprising:
obtaining non-purchase information about the buyer entity from a third party; and
recalculating the serious intent rating for the buyer entity based on the non-purchase information.

78. (Original) The method as defined in claim 55, further comprising:
obtaining non-purchase information about the buyer entity from a third party; and
searching the non-purchase information to obtain at least one attribute about the buyer entity;
correlating that attribute to one of the benefits from a plurality of benefits based on said correlated attribute; and
presenting or facilitating the presentation of said one of the benefits to said buyer entity.

79. (Original) The method as defined in claim 55, further comprising the step of sending the serious intent rating of the buyer entity to a third party after receipt of an authorization from said buyer entity.

80. (Original) The method as defined in claim 55, storing electronically the serious intent rating for the buyer entity at a computer of said buyer entity.

81. (Original) The method as defined in claim 80, wherein said storing step comprises storing the serious intent rating on a cookie.

82. (Original) The method as defined in claim 80, further comprising the step of said buyer entity sending said serious intent rating to a third party.

83. (Original) The method as defined in claim 55, wherein said determining a benefit step comprises comparing the serious intent rating to a set of threshold levels, with a different predetermined benefit associated with exceeding each different threshold level in said set of threshold levels; and selecting the benefit associated with the highest threshold level exceeded by the serious intent rating.

84. (Original) The method as defined in claim 58, wherein said receiving proof step comprises linking to a third party database and obtaining information there from on whether the buyer entity made a purchase of the good or services in the declaration and inputting this information to a database.

85. (Original) The method as defined in claim 58, wherein said proof that the purchase was made comprises receiving proof of purchase records created by a third party source; and further comprising the step of comparing the third party source of the proof of purchase records with a source database of third party sources and entering only those proof of purchase records if from a third party source that are in the source database.

86. (Original) The method as defined in claim 55, further comprising the steps of:
storing the serious intent rating for the buyer entity on a cookie at a computer of said buyer entity;
a merchant accessing said cookie and obtaining said serious intent rating;
said merchant correlating said accessed serious intent rating to at least one item of content; and
serving to the buyer entity said at least one item of content.

87. (Original) The method as defined in claim 55, further comprising the steps of storing the serious intent rating for a buyer entity on a cookie at a computer of said buyer entity; and updating the serious intent rating on said cookie with a recalculated serious intent rating.

88. (Original) The method as defined in claim 55, further comprising monitoring the receipt of video to determine if an ad has been zapped; and providing a benefit to the buyer entity if the ad has not been zapped, with the benefit determined in accordance with the serious intent rating of the buyer entity.

89. (Original) The method as defined in claim 55, further comprising the steps of:
monitoring the receipt of video to determine if an ad has not been zapped;
if the ad has not been zapped, then determining if the buyer entity has a serious intent rating for category of the ad; and
if so, then determining the benefit based on the serious intent rating in said category.

90. (Original) The method as defined in claim 89, wherein said buyer entity is determined based on receipt of an ID from the buyer entity.

91. (Original) The method as defined in claim 55, wherein said receiving a declaration of intent step comprises monitoring the response of a buyer entity to information provided by video to obtain a declaration of intent to purchase.

92. (Original) The method as defined in claim 55, wherein the receiving a declaration of intent step further comprises,
asking the buyer entity at least one question relating to the buyer entity's intent;
obtaining at least one answer to said at least one question from the buyer entity;
and further comprising
calculating or adjusting the serious intent rating on the basis of said at least one answer.

93. (Original) The method as defined in claim 92, wherein the calculating or adjusting the serious intent rating step further comprises,
correlating the at least one answer of the buyer entity to the incidence by which members of a comparison group comprising other buyer entities who have given the same or similar answer relative to the at least one answer when making the same or a similar declaration of intent have made a purchase conforming with or relating to said declaration of intent; and

calculating or adjusting the serious intent rating based on said correlation.

94. (Original) The method as defined in claim 93, wherein said incidence is derived in whole or in part by comparing the number of members of said comparison group who have submitted said proof of purchase with the number of members of said comparison group who have not submitted said proof of purchase.

95. (Original) The method as defined in claim 93, wherein said comparison group comprises only other buyer entities that have submitted declarations of intent to purchase a good or service in a same category as the good or service in said declaration of intent.

96. (Original) The method as defined in claim 93, wherein members of said comparison group are selected to include members with demographic attributes that are similar to the demographic attributes of said buyer entity.

97. (Original) The method as defined in claim 55, further comprising:
receiving a proof that the purchase was made; and
adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made; and
wherein the receiving a declaration of intent step comprises receiving a designation of one from a set of levels of intent from the buyer entity; and
wherein the determining a benefit step comprises selecting at least one benefit based on this designated level of intent.

98. (Original) The method as defined in claim 97, wherein the adjusting the value of the serious intent rating step comprises adjusting said value of the serious intent rating for the buyer entity based on receipt of the proof that the purchase was made and based on said designated level of intent.

99. (Original) The method as defined in claim 55, wherein said determining a benefit step comprises calculating a benefit by applying the serious intent rating as a variable in a mathematical formula.

100. (Original) The method as defined in claim 55, wherein the receiving a declaration of intent step comprises receiving a declaration of intent from a buyer entity in which the buyer entity declares its intent to discontinue purchasing a product or service from a selling entity from which it has previously purchased said product or service; and using that intent to discontinue information.

101. (Original) The method as defined in claim 100, wherein the receiving a declaration of intent step further comprises receiving from a buyer entity proof of purchase information which indicates the buyer entity's past level of spending on said product or service.

102. (Original) The method as defined in claim 100, wherein said using step comprises using the intent to discontinue information to determine the at least one benefit.

103. (Original) The method as defined in claim 100, wherein said using step comprises using the intent to discontinue information to recalculate the serious intent rating.

104. (Original) The method as defined in claim 100, wherein said using step comprises designating the buyer entity so that it may be accessed by a search on intent to discontinue declarations.

105. (Original) The method as defined in claim 55, wherein said purchase records are obtained from the buyer entity or with the permission of the buyer entity.

106. (Original) A method for determining the likelihood that a buyer entity which declares that it intends to buy a good or service will buy that good or service, comprising the steps of:
receiving a declaration of intent to purchase a good or service by a buyer entity;
receiving a proof that the purchase was made; and
calculating or adjusting a value of a serious intent rating for said buyer entity based on receipt of said proof that the purchase was made.

107. (Original) The method as defined in claim 106, further comprising the step of determining or having determined at least one benefit that is associated with the intended purchase, and providing to the buyer entity an offer of said at least one benefit.

108. (Original) The method as defined in claim 107, wherein the at least one benefit is determined based on the serious intent rating of the buyer entity.

109. (Original) The method as defined in claim 107, wherein the determining at least one benefit step comprises the steps of sending a communication including the serious intent rating to a third party; and receiving an identification of the at least one benefit from the third party.

110. (Original) The method as defined in claim 107, further comprising directly providing the at least one benefit to the buyer entity.

111. (Original) The method as defined in claim 107, further comprising sending a third party a communication to initiate the provision of the benefit by the third party.

112. (Original) The method as defined in claim 106, wherein the calculating or adjusting a value of a serious intent rating step comprises searching a database to obtain the serious intent rating for the buyer entity.

113. (Original) The method as defined in claim 112, further comprising:
if the database does not have a serious intent rating for the buyer entity, then setting the serious intent rating for the buyer entity in the database to a default serious intent rating.

114. (Original) The method as defined in claim 106, wherein the step of receiving a proof of purchase includes the step of accepting a submission of the proof of purchase from the entity only if submitted within a predetermined time period.

115. (Original) The method as defined in claim 106, further comprising:
providing to the buyer entity an offer of benefits and/or penalties for future submittal of the proof that the purchase was made;
receiving a selection of a benefit and/or penalty from the buyer entity;
providing the benefit or penalty based on whether the proof that the purchase was made is received within the predetermined time period.

116. (Original) The method as defined in claim 115, wherein the benefit and/or penalty comprises crediting and/or debiting an account.

117. (Original) The method as defined in claim 115,
wherein the providing a choice of benefits and/or penalties step comprises the steps of:

obtaining at least one threshold serious intent rating for the intended purchase;
comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
selecting at least one benefit and/or penalty based on a result of the comparison.

118. (Original) The method as defined in claim 107,
wherein the determining a benefit step comprises the steps of:
obtaining at least one threshold serious intent rating for the intended purchase to be made by the buyer entity;
comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
selecting at least one benefit based on a result of this comparison.

119. (Original) The method as defined in claim 118, wherein the benefit comprises a set of benefits, with at least one of the set of benefits having a reward associated with its selection that is to be paid to the buyer entity.

120. (Original) The method as defined in claim 118, wherein the obtaining a threshold serious intent rating step comprises receiving a threshold serious intent rating from an external third party source.

121. (Original) The method as defined in claim 106, further comprising the steps of:
determining an income level for the buyer entity;
comparing the income level of the buyer entity to a threshold income level and only offering at least one of a set of benefits if the buyer entity income level exceeds the threshold income level.

122. (Original) The method as defined in claim 107, wherein the receiving a declaration of intent step comprises receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the determining a benefit step comprises selecting at least one benefit based on this designated level of intent.

123. (Original) The method as defined in claim 106, further comprising the step of calculating or recalculating the serious intent rating of a buyer entity based on the factors of the number of times the buyer entity has declared that it would purchase a product or service, and the number of times that proof that the product or service was purchased was received for the buyer entity within a predetermined time period.

124. (Original) The method as defined in claim 123, wherein the step of calculating or recalculating the serious intent rating of a buyer entity also includes as part of the calculation the factors of the total amount of money that the buyer entity has spent for the product or service over a predetermined time period, and the total amount of money for the products and/or services that the buyer entity has declared a serious intent to purchase.

125. (Original) The method as defined in claim 124, wherein the serious intent rating is partly calculated by multiplying the number of times the buyer entity has declared that it will purchase a product or service by the percentage of times that the proof of purchase for the buyer entity related to the declaration of serious intent has been submitted within the predetermined time period, and partly calculated by multiplying the total amount of money spent in relation to serious intent declarations by the total amount of money for the product and/or services for which the buyer entity has made serious intent declarations.

126. (Original) The method as defined in claim 107, wherein the determining at least one benefit step comprises the steps of

determining a category for the goods or services designated in the intent to purchase from a set of categories; and

determining a serious intent rating for the buyer entity in the determined category of goods or services; and

selecting benefits from different vendors selling the designated goods or services in the determined category.

127. (Original) The method as defined in claim 126, further comprising the step of calculating a class serious intent rating for a particular buyer entity in accordance with a function of the separate serious intent ratings of a plurality of selected categories for the particular buyer entity; and

wherein said determining a benefit step comprises selecting at least one benefit based on said class serious intent rating.

128. (Original) The method as defined in claim 107, further comprising the steps of: receiving buyer entity preferences for particular benefits;

wherein said determining a benefit step comprises selecting a group of benefits for presentation to the buyer entity, based at least in part, on said buyer entity preferences.

129. (Original) The method as defined in claim 107, further comprising the steps of:

receiving a threshold value from the buyer entity that the benefits must meet before the buyer entity will receive the benefit;

offering only benefits that meet or exceed said threshold value.

130. (Original) The method as defined in claim 129, further comprising: providing a plurality of said benefits from different advertisers to the buyer entity, including the step of determining the sequence or the relative prominence of each of the plurality of the benefits based on said serious intent rating.

131. (Original) The method as defined in claim 106, comprising:

obtaining non-purchase information about the buyer entity from a third party; and recalculating the serious intent rating for the buyer entity based on the non-purchase information.

132. (Original) The method as defined in claim 106, further comprising:

obtaining non-purchase information about the buyer entity from a third party; and

searching the non-purchase information to obtain at least one attribute about the buyer entity;

correlating that attribute to one of the benefits from a plurality of benefits based on said correlated attribute; and

presenting or facilitating the presentation of said one of the benefits to said buyer entity.

133. (Original) The method as defined in claim 106, further comprising the step of sending the serious intent rating of the buyer entity to a third party after receipt of an authorization from said buyer entity.

134. (Original) The method as defined in claim 106, storing electronically the serious intent rating for the buyer entity at a computer of said buyer entity.

135. (Original) The method as defined in claim 134, wherein said storing step comprises storing the serious intent rating on a cookie.

136. (Original) The method as defined in claim 134, further comprising the step of said buyer entity sending said serious intent rating to a third party.

137. (Original) The method as defined in claim 107, wherein said determining a benefit step comprises comparing the serious intent rating to a set of threshold levels, with a different predetermined benefit associated with exceeding each different threshold level in said set of threshold levels; and

selecting the benefit associated with the highest threshold level exceeded by the serious intent rating.

138. (Original) The method as defined in claim 106, wherein said receiving proof step comprises linking to a third party database and obtaining information there from on whether the buyer entity made a purchase of the good or service in the declaration and inputting this information to a database.

139. (Original) The method as defined in claim 106, wherein said proof that the purchase was made comprises receiving proof of purchase records created by a third party source; and

further comprising the step of comparing the third party source of the proof of purchase records with a source database of third party sources and entering only those proof of purchase records if from a third party source that are in the source database.

140. (Original) The method as defined in claim 106, further comprising the steps of:
storing the serious intent rating for the buyer entity on a cookie at a computer of said buyer entity;
a merchant accessing said cookie and obtaining said serious intent rating;
said merchant correlating said accessed serious intent rating to at least one item of content; and
serving to the buyer entity said at least one item of content.

141. (Original) The method as defined in claim 106, further comprising the steps of storing the serious intent rating for a buyer entity on a cookie at a computer of said buyer entity; and updating the serious intent rating on said cookie with a recalculated serious intent rating.

142. (Original) The method as defined in claim 106, further comprising monitoring the receipt of video to determine if an ad has been zapped; and providing a benefit to the buyer entity if the ad has not been zapped.

143. (Original) The method as defined in claim 106, further comprising the steps of:
monitoring the receipt of video to determine if an ad has not been zapped;
if the ad has not been zapped, then determining a benefit to be offered to the buyer entity based on the serious intent rating.

144. (Original) The method as defined in claim 143, further comprising the steps of determining a category for the ad; determining if the buyer entity has a serious intent rating for the category of the ad; and determining the benefit based on the serious intent rating in the category.

145. (Original) The method as defined in claim 143, wherein said buyer entity is determined based on receipt of an ID from the buyer entity.

146. (Original) The method as defined in claim 106, wherein the receiving a declaration of intent to purchase step comprises monitoring the receipt of video to obtain the declaration of an intent to purchase.

147. (Original) The method as defined in claim 106, wherein the receiving a declaration of intent step further comprises,

asking the buyer entity at least one question relating to the buyer entity's intent;
obtaining at least one answer to said at least one question from the buyer entity;
and further comprising
calculating or adjusting the serious intent rating on the basis of said at least one answer.

148. (Original) The method as defined in claim 147, wherein the calculating or adjusting the serious intent rating step further comprises,

correlating the at least one answer of the buyer entity to the incidence by which members of a comparison group comprising other buyer entities who have given the same or similar answer relative to the at least one answer when making the same or a similar declaration of intent have made a purchase conforming with or relating to said declaration of intent; and

calculating or adjusting the serious intent rating based on said correlation.

149. (Original) The method as defined in claim 148, wherein said incidence is derived in whole or in part by comparing the number of members of said comparison group who have submitted said proof of purchase with the number of members of said comparison group who have not submitted said proof of purchase.

150. (Original) The method as defined in claim 148, wherein said comparison group comprises only other buyer entities that have submitted declarations of intent to purchase a good or service in a same category as the good or service in said declaration of intent.

151. (Original) The method as defined in claim 107, further comprising:

wherein the receiving a declaration of intent step comprises receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the determining a benefit step comprises selecting at least one benefit based on this designated level of intent.

152. (Original) The method as defined in claim 151, wherein the calculating or adjusting the value of the serious intent rating step comprises calculating or adjusting said value of the serious intent rating for the buyer entity based also on said designated level of intent.

153. (Original) The method as defined in claim 107, wherein said determining a benefit step comprises calculating a benefit by applying the serious intent rating as a variable in a mathematical formula.

154. (Original) The method as defined in claim 106, wherein the receiving a declaration of intent step comprises receiving a declaration of intent from a buyer entity in which the buyer entity declares its intent to discontinue purchasing a product or service from a selling entity from which it has previously purchased said product or service; and using that intent to discontinue information.

155. (Original) The method as defined in claim 154, wherein the receiving a declaration of intent step further comprises receiving from a buyer entity proof of purchase information which indicates the buyer entity's past level of spending on said product or service.

156. (Original) The method as defined in claim 154, wherein said using step comprises using the intent to discontinue information to determine the at least one benefit.

157. (Original) The method as defined in claim 154, wherein said using step comprises using the intent to discontinue information to recalculate the serious intent rating.

158. (Original) The method as defined in claim 154, wherein said using step comprises designating the buyer entity so that it may be accessed by a search on intent to discontinue declarations.

159. (Original) The method as defined in claim 154, comprising the additional step of further adjusting the value of a serious intent rating for said buyer entity based on receipt of

proof that it has purchased said product or service from a second selling entity that is different from said first selling entity after submitting its declaration of intent.

160. (Original) The method as defined in claim 106, further comprising the steps of receiving at least one further declaration of intent to purchase a good or service by said buyer entity;

obtaining said serious intent rating; and

determining or having determined at least one benefit that is associated with the intended purchase based on the serious intent rating for the buyer entity.

161. (Original) The method as defined in claim 159, wherein said receiving at least one further declaration of intent step comprises receiving a declaration of intent from a buyer entity in which it declares its intent to discontinue purchasing a product or service from a first selling entity from which it has previously purchased said product or service on a regular basis; and wherein the receiving a declaration of intent step further comprises receiving a proof of purchase from a buyer entity which indicates its past level of spending on said product or service.

162. (Original) A system for determining a serious intent to purchase a good or service, comprising:

a component for receiving a declaration of intent to purchase a good or service;

a component for obtaining a value of a serious intent rating for the buyer entity comprising a number used for estimating the likelihood that the buyer entity will make said purchase; and

a component for determining or having determined at least one benefit that is associated with the intended purchase based on the serious intent rating for the buyer entity.

163. (Original) The system as defined in claim 162, further comprising a component for facilitating the provision of said at least one benefit to the buyer entity.

164. (Original) The system as defined in claim 162, wherein the component for determining at least one benefit comprises a component for sending a communication

including the serious intent rating to a third party and receiving an identification of the at least one benefit from the third party.

165. (Original) The system as defined in claim 163, wherein said component for facilitating the provision of said at least one benefit comprises a component for directly providing the at least one benefit to the buyer entity.

166. (Original) The system as defined in claim 163, wherein the component for facilitating the provision of said at least one benefit comprises a component for sending a third party a communication to initiate the provision of the benefit by the third party.

167. (Original) The system as defined in claim 162, wherein the obtaining step comprising searching a database to obtain the serious intent rating for the buyer entity.

168. (Original) The system as defined in claim 167, further comprising:
if the database does not have a serious intent rating for the buyer entity, then a component for setting the serious intent rating for the buyer entity in the database to a default serious intent rating.

169. (Original) The system as defined in claim 162, further comprising:
a component for receiving a proof that the purchase was made; and
a component for adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made.

170. (Original) The system as defined in claim 169, wherein the component for receiving a proof of purchase includes a component for accepting a submission of the proof of purchase from the entity only if submitted within a predetermined time period.

171. (Original) The system as defined in claim 162, further comprising:
a component for providing to the buyer entity an offer of benefits and/or penalties for future submittal of the proof that the purchase was made;
a component for receiving a selection of a benefit and/or penalty from the buyer entity; and

a component for providing the benefit or penalty based on whether the proof that the purchase was made is received within the predetermined time period.

172. (Original) The system as defined in claim 171, wherein the benefit and/or penalty comprises crediting and/or debiting an account.

173. (Original) The system as defined in claim 171,
wherein the component for providing a choice of benefits and/or penalties comprises:
a component for obtaining at least one threshold serious intent rating for the intended purchase;

a component for comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and

a component for selecting at least one benefit and/or penalty based on a result of the comparison.

174. (Original) The system as defined in claim 162,

wherein the component for determining a benefit comprises:

a component for obtaining at least one threshold serious intent rating for the intended purchase to be made by the buyer entity;

a component for comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and

a component for selecting at least one benefit based on a result of this comparison.

175. (Original) The system as defined in claim 174, wherein the benefit comprises a set of benefits, with at least one of the set of benefits having a reward associated with its selection that is to be paid to the buyer entity.

176. (Currently Amended) The system as defined in claim ~~[[162]]~~ 174, wherein the component for obtaining a threshold serious intent rating comprises a component for receiving a threshold serious intent rating from an external third party source.

177. (Original) The system as defined in claim 162, further comprising a component for generating a charge to an advertiser providing benefits as a function of the serious intent rating of the buyer entity receiving the benefit.

178. (Original) The system as defined in claim 162, further comprising:
a component for determining an income level for the buyer entity;
a component for comparing the income level of the buyer entity to a threshold income level and only offering at least one of the benefits if the buyer entity income level exceeds the threshold income level.

179. (Original) The system as defined in claim 162, wherein the component for receiving a declaration of intent comprises a component for receiving a designation of one from a set of levels of intent from the buyer entity; and
wherein the component for determining a benefit comprises a component for selecting at least one benefit based on this designated level of intent.

180. (Original) The system as defined in claim 162, further comprising a component for calculating the serious intent rating of a buyer entity based on the factors of the number of times the buyer entity has declared that it would purchase a product or service, and the number of times that proof that the product or service was purchased was received for the buyer entity within a predetermined time period.

181. (Original) The system as defined in claim 180, wherein the component for calculating the serious intent rating of a buyer entity also includes as part of the calculation the factors of the total amount of money that the buyer entity has spent for the product or service over a predetermined time period, and the total amount of money for the products and/or services that the buyer entity has declared a serious intent to purchase.

182. (Original) The system as defined in claim 181, wherein the serious intent rating is partly calculated by multiplying the number of times the buyer entity has declared that it will purchase a product or service by the percentage of times that the proof of purchase for the buyer entity related to the declaration of serious intent has been submitted within the predetermined time period, and partly calculated by multiplying the total amount of money

spent in relation to serious intent declarations by the total amount of money for the product and/or services for which the buyer entity has made serious intent declarations.

183. (Original) The system as defined in claim 162, further comprising a component for determining a category for the goods or services designated in the intent to purchase from a set of categories;

wherein said component for obtaining a serious intent rating comprises a component for determining the serious intent rating for the buyer entity in the determined category of goods or services; and

a component for selecting benefits from different vendors selling the designated goods or services in the determined category.

184. (Original) The system as defined in claim 183, further comprising a component for calculating a class serious intent rating for a particular buyer entity in accordance with a function of the separate serious intent ratings of a plurality of selected categories for the particular buyer entity; and

wherein said component for determining a benefit comprises a component for selecting at least one benefit based on said class serious intent rating.

185. (Original) The system as defined in claim 162, further comprising:

a component for receiving buyer entity preferences for particular benefits;

wherein said component for determining a benefit comprises a component for selecting a group of benefits for presentation to the buyer entity, based at least in part, on said buyer entity preferences.

186. (Original) The system as defined in claim 162, further comprising:

a component for receiving a threshold value from the buyer entity that the benefits must meet before the buyer entity will receive the benefit; and

a component for providing only benefits that meet or exceed said threshold value.

187. (Original) The system as defined in claim 186, further comprising: a component for providing a plurality of said benefits from different advertisers to the buyer entity, including a

component for determining the sequence or the relative prominence of each of the plurality of the benefits based on said serious intent rating.

188. (Original) The system as defined in claim 162, comprising:

a component for obtaining non-purchase information about the buyer entity from a third party; and

a component for recalculating the serious intent rating for the buyer entity based on the non-purchase information.

189. (Original) The system as defined in claim 162, further comprising:

a component for obtaining non-purchase information about the buyer entity from a third party; and

a component for searching the non-purchase information to obtain at least one attribute about the buyer entity;

a component for correlating that attribute to one of the benefits from a plurality of benefits based on said correlated attribute; and

a component for presenting or facilitating the presentation of said one of the benefits to said buyer entity.

190. (Original) The system as defined in claim 162, further comprising a component for sending the serious intent rating of the buyer entity to a third party after receipt of an authorization from said buyer entity.

191. (Original) The system as defined in claim 162, further comprising a component for storing electronically the serious intent rating for the buyer entity at a computer of said buyer entity.

192. (Original) The system as defined in claim 191, wherein said component for storing comprises a component for storing the serious intent rating on a cookie.

193. (Original) The system as defined in claim 191, further comprising a component for said buyer entity sending said serious intent rating to a third party.

194. (Original) The system as defined in claim 162, wherein said component for determining a benefit comprises a component for comparing the serious intent rating to a set of threshold levels, with a different predetermined benefit associated with exceeding each different threshold level in said set of threshold levels and selecting the benefit associated with the highest threshold level exceeded by the serious intent rating.

195. (Original) The system as defined in claim 169, wherein said component for receiving proof comprises a component for linking to a third party database and obtaining information therefrom on whether the buyer entity made a purchase of the good or services in the declaration and inputting this information to a database.

196. (Original) The system as defined in claim 169, wherein said proof that the purchase was made comprises proof of purchase records created by a third party source; and further comprising a component for comparing the third party source of the proof of purchase records with a source database of third party sources and entering only those proof of purchase records if from a third party source that are in the source database.

197. (Original) The system as defined in claim 162, further comprising:
a component for storing the serious intent rating for the buyer entity on a cookie at a computer of said buyer entity;
a component for a merchant accessing said cookie and obtaining said serious intent rating;
said merchant correlating said accessed serious intent rating to at least one item of content; and
a component for serving to the buyer entity said at least one item of content.

198. (Original) The system as defined in claim 162, further comprising a component for storing the serious intent rating for a buyer entity on a cookie at a computer of said buyer entity; and updating the serious intent rating on said cookie with a recalculated serious intent rating.

199. (Original) The system as defined in claim 162, further comprising a component for monitoring the receipt of video to determine if an ad has been zapped and providing a benefit

to the buyer entity if the ad has not been zapped, with the benefit determined in accordance with the serious intent rating of the buyer entity.

200. (Original) The system as defined in claim 162, further comprising:

a component for monitoring the receipt of video to determine if an ad has not been zapped;

a component for if the ad has not been zapped, then determining if the buyer entity has a serious intent rating for category of the ad and if so, then determining the benefit based on the serious intent rating in said category.

201. (Original) The system as defined in claim 200, wherein said buyer entity is determined based on receipt of an ID from the buyer entity.

202. (Original) The system as defined in claim 162, wherein said component for receiving a declaration of intent comprises a component for monitoring the response of a buyer entity to information provided by video to obtain a declaration of intent to purchase.

203. (Original) The system as defined in claim 162, wherein the component for receiving a declaration of intent step further operates to

ask the buyer entity at least one question relating to the buyer entity's intent;

obtain at least one answer to said at least one question from the buyer entity;

and further comprising

a component for calculating or adjusting the serious intent rating on the basis of said at least one answer.

204. (Original) The system as defined in claim 203, wherein the component for calculating or adjusting the serious intent rating further operates to

correlate the at least one answer of the buyer entity to the incidence by which members of a comparison group comprising other buyer entities who have given the same or similar answer relative to the at least one answer when making the same or a similar declaration of intent have made a purchase conforming with or relating to said declaration of intent, and

calculate or adjust the serious intent rating based on said correlation.

205. (Original) The system as defined in claim 204, wherein said incidence is derived in whole or in part by comparing the number of members of said comparison group who have submitted said proof of purchase with the number of members of said comparison group who have not submitted said proof of purchase.

206. (Original) The system as defined in claim 204, wherein said comparison group comprises only other buyer entities that have submitted declarations of intent to purchase a good or service in a same category as the good or service in said declaration of intent.

207. (Original) The system as defined in claim 204, wherein members of said comparison group are selected to include members with demographic attributes that are similar to the demographic attributes of said buyer entity.

208. (Original) The system as defined in claim 162, further comprising:
a component for receiving a proof that the purchase was made; and
a component for adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made; and
wherein the component for receiving a declaration of intent comprises a component for receiving a designation of one from a set of levels of intent from the buyer entity; and
wherein the component for determining a benefit comprises a component for selecting at least one benefit based on this designated level of intent.

209. (Original) The system as defined in claim 208, wherein the component for adjusting the value of the serious intent rating comprises a component for adjusting said value of the serious intent rating for the buyer entity based on receipt of the proof that the purchase was made and based on said designated level of intent.

210. (Original) The system as defined in claim 162, wherein said component for determining a benefit comprises a component for calculating a benefit by applying the serious intent rating as a variable in a mathematical formula.

211. (Original) The system as defined in claim 162, wherein the component for receiving a declaration of intent comprises a component for receiving a declaration of intent from a buyer

entity in which the buyer entity declares its intent to discontinue purchasing a product or service from a selling entity from which it has previously purchased said product or service and using that intent to discontinue information.

212. (Original) The system as defined in claim 211, wherein the component for receiving a declaration of intent further comprises a component for receiving from a buyer entity proof of purchase information which indicates the buyer entity's past level of spending on said product or service.

213. (Original) The system as defined in claim 211, wherein said component for using comprises a component for using the intent to discontinue information to determine the at least one benefit.

214. (Original) The system as defined in claim 211, wherein said component for using comprises a component for using the intent to discontinue information to recalculate the serious intent rating.

215. (Original) The system as defined in claim 211, wherein said component for using comprises a component for designating the buyer entity so that it may be accessed by a search on intent to discontinue declarations.

216. (Original) The system as defined in claim 162, wherein said component for obtaining a value of a serious intent rating comprises reviewing records of past purchases of the buying entity.

217. (Original) The system as defined in claim 216, wherein the component for obtaining comprises a component for searching a database to obtain the serious intent rating for the buyer entity.

218. (Original) The system as defined in claim 217, further comprising:
a component for, if the database does not have a serious intent rating for the buyer entity, then setting the serious intent rating for the buyer entity in the database to a default serious intent rating.

219. (Original) The system as defined in claim 216, further comprising:
a component for receiving a proof that the purchase was made; and
a component for adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made.
220. (Original) The system as defined in claim 219, wherein the component for receiving a proof of purchase includes a component for accepting a submission of the proof of purchase from the entity only if submitted within a predetermined time period.
221. (Original) The system as defined in claim 216, further comprising:
a component for providing to the buyer entity an offer of benefits and/or penalties for future submittal of the proof that the purchase was made;
a component for receiving a selection of a benefit and/or penalty from the buyer entity; and
a component for providing the benefit or penalty based on whether the proof that the purchase was made is received within the predetermined time period.
222. (Original) The system as defined in claim 221, wherein the benefit and/or penalty comprises crediting and/or debiting an account.
223. (Original) The system as defined in claim 221,
wherein the component for providing a choice of benefits and/or penalties comprises:
a component for obtaining at least one threshold serious intent rating for the intended purchase;
a component for comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
a component for selecting at least one benefit and/or penalty based on a result of the comparison.
224. (Original) The system as defined in claim 222,
wherein the component for determining a benefit comprises:
a component for obtaining at least one threshold serious intent rating for the intended purchase to be made by the buyer entity;

a component for comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and

a component for selecting at least one benefit based on a result of this comparison.

225. (Original) The system as defined in claim 224, wherein the benefit comprises a set of benefits, with at least one of the set of benefits having a reward associated with its selection that is to be paid to the buyer entity.

226. (Currently Amended) The system as defined in claim ~~[[162]]~~ 224, wherein the component for obtaining a threshold serious intent rating comprises a component for receiving a threshold serious intent rating from an external third party source.

227. (Original) The system as defined in claim 162, further comprising a component for generating a charge to an advertiser and providing benefits as a function of the serious intent rating of the buyer entity receiving the benefit.

228. (Original) The system as defined in claim 162, further comprising:

a component for determining an income level for the buyer entity;

a component for comparing the income level of the buyer entity to a threshold income level and only offering at least one of the benefits if the buyer entity income level exceeds the threshold income level.

229. (Original) The system as defined in claim 162, wherein the component for receiving a declaration of intent comprises a component for receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the component for determining a benefit comprises a component for selecting at least one benefit based on this designated level of intent.

230. (Original) The system as defined in claim 162, further comprising a component for calculating the serious intent rating of a buyer entity based on the factors of the number of times the buyer entity has declared that it would purchase a product or service, and the number of times that proof that the product or service was purchased was received for the buyer entity within a predetermined time period.

231. (Original) The system as defined in claim 230, wherein the component for calculating the serious intent rating of a buyer entity also includes as part of the calculation the factors of the total amount of money that the buyer entity has spent for the product or service over a predetermined time period, and the total amount of money for the products and/or services that the buyer entity has declared a serious intent to purchase.

232. (Original) The system as defined in claim 231, wherein the serious intent rating is partly calculated by multiplying the number of times the buyer entity has declared that it will purchase a product or service by the percentage of times that the proof of purchase for the buyer entity related to the declaration of serious intent has been submitted within the predetermined time period, and partly calculated by multiplying the total amount of money spent in relation to serious intent declarations by the total amount of money for the product and/or services for which the buyer entity has made serious intent declarations.

233. (Original) The system as defined in claim 225, further comprising a component for determining a category for the goods or services designated in the intent to purchase from a set of categories;

wherein said component for obtaining a serious intent rating comprises a component for determining the serious intent rating for the buyer entity in the determined category of goods or services; and

a component for selecting benefits from different vendors selling the designated goods or services in the determined category.

234. (Original) The system as defined in claim 233, further comprising a component for calculating a class serious intent rating for a particular buyer entity in accordance with a function of the separate serious intent ratings of a plurality of selected categories for the particular buyer entity; and

wherein said component for determining a benefit comprises a component for selecting at least one benefit based on said class serious intent rating.

235. (Original) The system as defined in claim 162, further comprising the steps of:
a component for receiving buyer entity preferences for particular benefits;

wherein said component for determining a benefit comprises a component for selecting a group of benefits for presentation to the buyer entity, based at least in part, on said buyer entity preferences.

236. (Original) The system as defined in claim 162, further comprising:

a component for receiving a threshold value from the buyer entity that the benefits must meet before the buyer entity will receive the benefit;

a component for providing only benefits that meet or exceed said threshold value.

237. (Original) The system as defined in claim 236, further comprising: a component for providing a plurality of said benefits from different advertisers to the buyer entity, including a component for determining the sequence or the relative prominence of each of the plurality of the benefits based on said serious intent rating.

238. (Original) The system as defined in claim 162, comprising:

a component for obtaining non-purchase information about the buyer entity from a third party; and

a component for recalculating the serious intent rating for the buyer entity based on the non-purchase information.

239. (Original) The system as defined in claim 162, further comprising:

a component for obtaining non-purchase information about the buyer entity from a third party; and

a component for searching the non-purchase information to obtain at least one attribute about the buyer entity;

a component for correlating that attribute to one of the benefits from a plurality of benefits based on said correlated attribute; and

a component for presenting or facilitating the presentation of said one of the benefits to said buyer entity.

240. (Original) The system as defined in claim 162, further comprising a component for sending the serious intent rating of the buyer entity to a third party after receipt of an authorization from said buyer entity.

241. (Original) The system as defined in claim 162, comprising a component for storing electronically the serious intent rating for the buyer entity at a computer of said buyer entity.

242. (Original) The system as defined in claim 241, wherein said component for storing comprises a component for storing the serious intent rating on a cookie.

243. (Original) The system as defined in claim 241, further comprising a component to allow said buyer entity to send said serious intent rating to a third party.

244. (Original) The system as defined in claim 162, wherein said component for determining a benefit comprises a component for comparing the serious intent rating to a set of threshold levels, with a different predetermined benefit associated with exceeding each different threshold level in said set of threshold levels and selecting the benefit associated with the highest threshold level exceeded by the serious intent rating.

245. (Original) The system as defined in claim 165, wherein said component for receiving proof comprises a component for linking to a third party database and obtaining information therefrom on whether the buyer entity made a purchase of the good or services in the declaration and inputting this information to a database.

246. (Original) The system as defined in claim 165, wherein said proof that the purchase was made comprises proof of purchase records created by a third party source; and further comprising a component for comparing the third party source of the proof of purchase records with a source database of third party sources and entering only those proof of purchase records if from a third party source that is in the source database.

247. (Original) The system as defined in claim 162, further comprising:
a component for storing the serious intent rating for the buyer entity on a cookie at a computer of said buyer entity;
a merchant accessing said cookie and obtaining said serious intent rating;
said merchant correlating said accessed serious intent rating to at least one item of content; and
a component for serving to the buyer entity said at least one item of content.

248. (Original) The system as defined in claim 162, further comprising a component for storing the serious intent rating for a buyer entity on a cookie at a computer of said buyer entity; and updating the serious intent rating on said cookie with a recalculated serious intent rating.

249. (Original) The system as defined in claim 162, further comprising a component for monitoring the receipt of video to determine if an ad has been zapped and providing a benefit to the buyer entity if the ad has not been zapped, with the benefit determined in accordance with the serious intent rating of the buyer entity.

250. (Original) The system as defined in claim 162, further comprising:
a component for monitoring the receipt of video to determine if an ad has not been zapped;
a component for, if the ad has not been zapped, determining if the buyer entity has a serious intent rating for category of the ad and if so, then determining the benefit based on the serious intent rating in said category.

251. (Original) The system as defined in claim 250, wherein said buyer entity is determined based on receipt of an ID from the buyer entity.

252. (Original) The system as defined in claim 162, wherein said component for receiving a declaration of intent comprises a component for monitoring the response of a buyer entity to information provided by video to obtain a declaration of intent to purchase.

253. (Original) The system as defined in claim 162, wherein the component for receiving a declaration of intent further comprises
a component for asking the buyer entity at least one question relating to the buyer entity's intent;
a component for obtaining at least one answer to said at least one question from the buyer entity;
and further comprising
a component for calculating or adjusting the serious intent rating on the basis of said at least one answer.

254. (Original) The system as defined in claim 253, wherein the component for calculating or adjusting the serious intent rating step further comprises,

a component for correlating the at least one answer of the buyer entity to the incidence by which members of a comparison group comprising other buyer entities who have given the same or similar answer relative to the at least one answer when making the same or a similar declaration of intent have made a purchase conforming with or relating to said declaration of intent and calculating or adjusting the serious intent rating based on said correlation.

255. (Original) The system as defined in claim 254, wherein said incidence is derived in whole or in part by comparing the number of members of said comparison group who have submitted said proof of purchase with the number of members of said comparison group who have not submitted said proof of purchase.

256. (Original) The system as defined in claim 254, wherein said comparison group comprises only other buyer entities that have submitted declarations of intent to purchase a good or service in a same category as the good or service in said declaration of intent.

257. (Original) The system as defined in claim 254, wherein members of said comparison group are selected to include members with demographic attributes that are similar to the demographic attributes of said buyer entity.

258. (Original) The system as defined in claim 162, further comprising:

a component for receiving a proof that the purchase was made; and

a component for adjusting the value of the serious intent rating for said buyer entity based on receipt of said proof that the purchase was made; and

wherein the component for receiving a declaration of intent comprises a component for receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the component for determining a benefit comprises a component for selecting at least one benefit based on this designated level of intent.

259. (Original) The system as defined in claim 258, wherein the component for adjusting the value of the serious intent rating comprises a component for adjusting said value of the

serious intent rating for the buyer entity based on receipt of the proof that the purchase was made and based on said designated level of intent.

260. (Original) The system as defined in claim 162, wherein said component for determining a benefit comprises a component for calculating a benefit by applying the serious intent rating as a variable in a mathematical formula.

261. (Currently Amended) The system as defined in claim ~~[[262]]~~ 162, wherein the component for receiving a declaration of intent comprises a component for receiving a declaration of intent from a buyer entity in which the buyer entity declares its intent to discontinue purchasing a product or service from a selling entity from which it has previously purchased said product or service and using that intent to discontinue information.

262. (Original) The system as defined in claim 261, wherein the component for receiving a declaration of intent further comprises a component for receiving from a buyer entity proof of purchase information which indicates the buyer entity's past level of spending on said product or service.

263. (Original) The system as defined in claim 261, wherein said component for using comprises a component for using the intent to discontinue information to determine the at least one benefit.

264. (Original) The system as defined in claim 261, wherein said component for using comprises a component for using the intent to discontinue information to recalculate the serious intent rating.

265. (Original) The system as defined in claim 261, wherein said component for using comprises a component for designating the buyer entity so that it may be accessed by a search on intent to discontinue declarations.

266. (Original) The system as defined in claim 162, wherein said purchase records are obtained from the buyer entity or with the permission of the buyer entity.

267. (Withdrawn) A system for determining the likelihood that a buyer entity which declares that it intends to buy a good or service will buy that good or service, comprising:
a component for receiving a declaration of intent to purchase a good or service by a buyer entity;
a component for receiving a proof that the purchase was made; and
a component for calculating or adjusting a value of a serious intent rating for said buyer entity based on receipt of said proof that the purchase was made.

268. (Withdrawn) The system as defined in claim 267, further comprising a component for determining or having determined at least one benefit that is associated with the intended purchase, and providing to the buyer entity an offer of said at least one benefit.

269. (Withdrawn) The system as defined in claim 268, wherein the at least one benefit is determined based on the serious intent rating of the buyer entity.

270. (Withdrawn) The system as defined in claim 268, wherein the component for determining at least one benefit comprises a component for sending a communication including the serious intent rating to a third party and receiving an identification of the at least one benefit from the third party.

271. (Withdrawn) The system as defined in claim 268, further comprising a component for directly providing the at least one benefit to the buyer entity.

272. (Withdrawn) The system as defined in claim 268, further comprising a component for sending a third party a communication to initiate the provision of the benefit by the third party.

273. (Withdrawn) The system as defined in claim 267, wherein the component for calculating or adjusting a value of a serious intent rating comprises a component for searching a database to obtain the serious intent rating for the buyer entity.

274. (Withdrawn) The system as defined in claim 273, further comprising:

a component for, if the database does not have a serious intent rating for the buyer entity, then setting the serious intent rating for the buyer entity in the database to a default serious intent rating.

275. (Withdrawn) The system as defined in claim 267, wherein the component for receiving a proof of purchase includes a component for accepting a submission of the proof of purchase from the entity only if submitted within a predetermined time period.

276. (Withdrawn) The system as defined in claim 267, further comprising:
a component for providing to the buyer entity an offer of benefits and/or penalties for future submittal of the proof that the purchase was made;
a component for receiving a selection of a benefit and/or penalty from the buyer entity;
a component for providing the benefit or penalty based on whether the proof that the purchase was made is received within the predetermined time period.

277. (Withdrawn) The system as defined in claim 276, wherein the benefit and/or penalty comprises crediting and/or debiting an account.

278. (Withdrawn) The system as defined in claim 276,
wherein the component for providing a choice of benefits and/or penalties comprises:
a component for obtaining at least one threshold serious intent rating for the intended purchase;
a component for comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and
a component for selecting at least one benefit and/or penalty based on a result of the comparison.

279. (Withdrawn) The system as defined in claim 268,
wherein the component for determining a benefit comprises:
a component for obtaining at least one threshold serious intent rating for the intended purchase to be made by the buyer entity;

a component for comparing the threshold serious intent rating to the serious intent rating of the buyer entity; and

a component for selecting at least one benefit based on a result of this comparison.

280. (Withdrawn) The system as defined in claim 279, wherein the benefit comprises a set of benefits, with at least one of the set of benefits having a reward associated with its selection that is to be paid to the buyer entity.

281. (Withdrawn) The system as defined in claim 279, wherein the component for obtaining a threshold serious intent rating comprises receiving a threshold serious intent rating from an external third party source.

282. (Withdrawn) The system as defined in claim 267, further comprising:
a component for generating a charge to an advertiser providing benefits as a function of the serious intent rating of the buyer entity receiving the benefit.

283. (Withdrawn) The system as defined in claim 267, further comprising:
a component for determining an income level for the buyer entity; and
a component for comparing the income level of the buyer entity to a threshold income level and only offering at least one of a set of benefits if the buyer entity income level exceeds the threshold income level.

284. (Withdrawn) The system as defined in claim 268, wherein the component for receiving a declaration of intent comprises a component for receiving a designation of one from a set of levels of intent from the buyer entity; and
wherein the component for determining a benefit comprises a component for selecting at least one benefit based on this designated level of intent.

285. (Withdrawn) The system as defined in claim 267, further comprising a component for calculating or recalculating the serious intent rating of a buyer entity based on the factors of the number of times the buyer entity has declared that it would purchase a product or service, and the number of times that proof that the product or service was purchased was received for the buyer entity within a predetermined time period.

286. (Withdrawn) The system as defined in claim 285, wherein the component for calculating or recalculating the serious intent rating of a buyer entity also includes as part of the calculation the factors of the total amount of money that the buyer entity has spent for the product or service over a predetermined time period, and the total amount of money for the products and/or services that the buyer entity has declared a serious intent to purchase.

287. (Withdrawn) The system as defined in claim 286, wherein the serious intent rating is partly calculated by multiplying the number of times the buyer entity has declared that it will purchase a product or service by the percentage of times that the proof of purchase for the buyer entity related to the declaration of serious intent has been submitted within the predetermined time period, and partly calculated by multiplying the total amount of money spent in relation to serious intent declarations by the total amount of money for the product and/or services for which the buyer entity has made serious intent declarations.

288. (Withdrawn) The system as defined in claim 268, wherein the component for determining at least one benefit comprises:

- a component for determining a category for the goods or services designated in the intent to purchase from a set of categories;

- a component for determining a serious intent rating for the buyer entity in the determined category of goods or services; and

- a component for selecting benefits from different vendors selling the designated goods or services in the determined category.

289. (Withdrawn) The system as defined in claim 288, further comprising a component for calculating a class serious intent rating for a particular buyer entity in accordance with a function of the separate serious intent ratings of a plurality of selected categories for the particular buyer entity; and

- wherein said component for determining a benefit comprises a component for selecting at least one benefit based on said class serious intent rating.

290. (Withdrawn) The system as defined in claim 268, further comprising:

- a component for receiving buyer entity preferences for particular benefits;

wherein said component for determining a benefit comprises a component for selecting a group of benefits for presentation to the buyer entity, based at least in part, on said buyer entity preferences.

291. (Withdrawn) The system as defined in claim 268, further comprising:

a component for receiving a threshold value from the buyer entity that the benefits must meet before the buyer entity will receive the benefit and offering only benefits that meet or exceed said threshold value.

292. (Withdrawn) The system as defined in claim 291, further comprising: a component for providing a plurality of said benefits from different advertisers to the buyer entity, including component for determining the sequence or the relative prominence of each of the plurality of the benefits based on said serious intent rating.

293. (Withdrawn) The system as defined in claim 267, comprising:

a component for obtaining non-purchase information about the buyer entity from a third party; and

a component for recalculating the serious intent rating for the buyer entity based on the non-purchase information.

294. (Withdrawn) The system as defined in claim 267, further comprising:

a component for obtaining non-purchase information about the buyer entity from a third party;

a component for searching the non-purchase information to obtain at least one attribute about the buyer entity;

a component for correlating that attribute to one of the benefits from a plurality of benefits based on said correlated attribute; and

a component for presenting or facilitating the presentation of said one of the benefits to said buyer entity.

295. (Withdrawn) The system as defined in claim 267, further comprising a component for sending the serious intent rating of the buyer entity to a third party after receipt of an authorization from said buyer entity.

296. (Withdrawn) The system as defined in claim 267, further comprising a component for storing electronically the serious intent rating for the buyer entity at a computer of said buyer entity.

297. (Withdrawn) The system as defined in claim 296, wherein said component for storing comprises a component for storing the serious intent rating on a cookie.

298. (Withdrawn) The system as defined in claim 296, further comprising a component for allowing said buyer entity to send said serious intent rating to a third party.

299. (Withdrawn) The system as defined in claim 268, wherein said component for determining a benefit comprises a component for comparing the serious intent rating to a set of threshold levels, with a different predetermined benefit associated with exceeding each different threshold level in said set of threshold levels and selecting the benefit associated with the highest threshold level exceeded by the serious intent rating.

300. (Withdrawn) The system as defined in claim 267, wherein said component for receiving proof comprises a component for linking to a third party database and obtaining information therefrom on whether the buyer entity made a purchase of the good or service in the declaration and inputting this information to a database.

301. (Withdrawn) The system as defined in claim 267, wherein said proof that the purchase was made comprises receiving proof of purchase records created by a third party source; and further comprising a component for comparing the third party source of the proof of purchase records with a source database of third party sources and entering only those proof of purchase records if from a third party source that are in the source database.

302. (Withdrawn) The system as defined in claim 267, further comprising:
a component for storing the serious intent rating for the buyer entity on a cookie at a computer of said buyer entity;
a component for a merchant accessing said cookie and obtaining said serious intent rating;

said merchant correlating said accessed serious intent rating to at least one item of content; and

a component for serving to the buyer entity said at least one item of content.

303. (Withdrawn) The system as defined in claim 267, further comprising a component for storing the serious intent rating for a buyer entity on a cookie at a computer of said buyer entity and updating the serious intent rating on said cookie with a recalculated serious intent rating.

304. (Withdrawn) The system as defined in claim 267, further comprising a component for monitoring the receipt of video to determine if an ad has been zapped and providing a benefit to the buyer entity if the ad has not been zapped.

305. (Withdrawn) The system as defined in claim 267, further comprising:
a component for monitoring the receipt of video to determine if an ad has not been zapped and if the ad has not been zapped, then determining a benefit to be offered to the buyer entity based on the serious intent rating.

306. (Withdrawn) The system as defined in claim 305, further comprising a component for determining a category for the ad, determining if the buyer entity has a serious intent rating for the category of the ad and determining the benefit based on the serious intent rating in the category.

307. (Withdrawn) The system as defined in claim 305, wherein said buyer entity is determined based on receipt of an ID from the buyer entity.

308. (Withdrawn) The system as defined in claim 267, wherein the component for receiving a declaration of intent to purchase comprises a component for monitoring the receipt of video to obtain the declaration of an intent to purchase.

309. (Withdrawn) The system as defined in claim 267, wherein the component for receiving a declaration of intent further comprises,
a component for asking the buyer entity at least one question relating to the buyer entity's intent;

a component for obtaining at least one answer to said at least one question from the buyer entity;

and further comprising

a component for calculating or adjusting the serious intent rating on the basis of said at least one answer.

310. (Withdrawn) The system as defined in claim 309, wherein the component for calculating or adjusting the serious intent rating further comprises

a component for correlating the at least one answer of the buyer entity to the incidence by which members of a comparison group comprising other buyer entities who have given the same or similar answer relative to the at least one answer when making the same or a similar declaration of intent have made a purchase conforming with or relating to said declaration of intent; and

calculating or adjusting the serious intent rating based on said correlation.

311. (Withdrawn) The system as defined in claim 310, wherein said incidence is derived in whole or in part by comparing the number of members of said comparison group who have submitted said proof of purchase with the number of members of said comparison group who have not submitted said proof of purchase.

312. (Withdrawn) The system as defined in claim 310, wherein said comparison group comprises only other buyer entities that have submitted declarations of intent to purchase a good or service in a same category as the good or service in said declaration of intent.

313. (Withdrawn) The system as defined in claim 310, wherein members of said comparison group are selected to include members with demographic attributes that are similar to the demographic attributes of said buyer entity.

314. (Withdrawn) The system as defined in claim 268, further comprising:

wherein the component for receiving a declaration of intent comprises a component for receiving a designation of one from a set of levels of intent from the buyer entity; and

wherein the component for determining a benefit comprises a component for selecting at least one benefit based on this designated level of intent.

315. (Withdrawn) The system as defined in claim 314, wherein the component for calculating or adjusting the value of the serious intent rating comprises a component for calculating or adjusting said value of the serious intent rating for the buyer entity based also on said designated level of intent.

316. (Withdrawn) The system as defined in claim 268, wherein said component for determining a benefit comprises a component for calculating a benefit by applying the serious intent rating as a variable in a mathematical formula.

317. (Withdrawn) The system as defined in claim 267, wherein the component for receiving a declaration of intent comprises a component for receiving a declaration of intent from a buyer entity in which the buyer entity declares its intent to discontinue purchasing a product or service from a selling entity from which it has previously purchased said product or service and using that intent to discontinue information.

318. (Withdrawn) The system as defined in claim 317, wherein the component for receiving a declaration of intent further comprises a component for receiving from a buyer entity proof of purchase information which indicates the buyer entity's past level of spending on said product or service.

319. (Withdrawn) The system as defined in claim 317, wherein said component for using comprises a component for using the intent to discontinue information to determine the at least one benefit.

320. (Withdrawn) The system as defined in claim 317, wherein said component for using comprises a component for using the intent to discontinue information to recalculate the serious intent rating.

321. (Withdrawn) The system as defined in claim 317, wherein said component for using comprises a component for designating the buyer entity so that it may be accessed by a search on intent to discontinue declarations.

322. (Withdrawn) The system as defined in claim 317, comprising a component for further adjusting the value of a serious intent rating for said buyer entity based on receipt of proof

that it has purchased said product or service from a second selling entity that is different from said first selling entity after submitting its declaration of intent.

323. (Withdrawn) The system as defined in claim 267, further comprising
a component for receiving at least one further declaration of intent to purchase a good or service by said buyer entity;
a component for obtaining said serious intent rating; and
a component for determining or having determined at least one benefit that is associated with the intended purchase based on the serious intent rating for the buyer entity.

324. (Withdrawn) The system as defined in claim 322, wherein said component for receiving at least one further declaration of intent comprises a component for receiving a declaration of intent from a buyer entity in which it declares its intent to discontinue purchasing a product or service from a first selling entity from which it has previously purchased said product or service on a regular basis; and wherein the component for receiving a declaration of intent further comprises a component for receiving a proof of purchase from a buyer entity which indicates its past level of spending on said product or service.

325. (New) The method as defined in claim 106, further comprising the step of generating a charge to an advertiser providing benefits as a function of the serious intent rating of the buyer entity receiving the benefit.

326. (New) The method as defined in claim 148, wherein members of said comparison group are selected to include members with demographic attributes that are similar to the demographic attributes of said buyer entity.